

May 16, 2016
For Immediate Release

For more Information contact:
Greg Stewart @ 248-7160

YAKIMA CONTINGENCY HEADED TO SOUTH KOREA TO PROMOTE WASHINGTON AG PRODUCTS AND FAIRS

A small contingency of folks from Yakima is headed to South Korea this week to help promote agricultural products of Central Washington. The trip is part of a cooperative partnership that has developed over the past several years between the Central Washington State Fair and the Hadong Green Tea Festival.

Last September some 25 people from South Korea, including farmers, officials of the Green Tea Festival as well as the mayor of Hadong City, attended the Fair in Yakima. Part of their visit included a large display where visitors could try the Korean green tea in the Ag Building during the Fair.

According to Greg Lybeck, Assistant General Manager of the Fair, four people from Yakima are leaving today to attend the Green Tea Festival in Hadong. While there, they will have a booth promoting the fair industry as well as its connections to our local/regional agriculture. The partnership with South Korea is very educational based on how American fairs operate and the major differences between them and the festivals that they put on. The group also represents the International Association of Fairs and Expositions on this trip as they are the creator of the partnership.

“We have items from the Washington Fruit Commission, Tree Top, The City of Yakima, the Sports Commission and the Washington State Wine Commission,” Lybeck said. “We will also

have some pumpkin seeds courtesy of Logan-Zenner that we will be giving away and are going to have a pumpkin growing contest during our Fair for the residents of Korea to enter on line.”

The Hadong Green Tea Festival runs May 19-22, and draws people from all over South Korea as well as from many other countries. They have been growing green tea in that region of the country for over 1000 years.

Those participating in the trip include Lybeck; Washington Fairs Commissioner Trish Meyers; Central Washington State Fair Agriculture Department Manager Kady Porterfield; and Kelly Gasseling who works with Fair marketing and promotion.

During the trip members of the Yakima contingency will be speaking to students at Pai Chai University in Daejeon, and will be meeting with other officials and dignitaries of the country.

To follow the highlights of the trip follow the team’s blog at <https://centralwastatefair.wordpress.com/>

#